What is claimed is:

1. A merchandise order apparatus comprising:

a receiving unit receiving an order signal including remainder quantity information that shows a remainder quantity of merchandise;

a prediction period calculation unit calculating a period until a remainder quantity of the merchandise is exhausted based on purchase history of a purchaser and the remainder quantity information;

an order information preparation unit selecting a shop where the merchandise can be purchased most cheaply, based on the calculated period and a selling price of the merchandise, and preparing order information based on the selection; and

an order unit ordering the merchandise from the selected shop based on the order information.

2. The merchandise order apparatus according to claim 1 wherein

the order information preparation unit selects a purchase day and shop when and where the merchandise can be purchased most cheaply, taking into consideration a delivery charge, within the calculated period, and

the order unit places an order with the selected shop so that the merchandise can be purchased on the

selected purchase day.

3. The merchandise order apparatus according to claim 1 wherein the order information preparation unit selects the purchase day and shop by taking into consideration a fluctuation of the selling price.

4. The merchandise order apparatus according to claim 1 wherein

the prediction period calculation unit calculates the period by taking into consideration a season change and the purchase history.

5. The merchandise order apparatus according to claim 1 wherein

in a case that the remainder quantity information shows that a remainder quantity of the merchandise is half, the prediction period calculation unit calculates a period M until a remainder quantity of the merchandise is exhausted, using a following equation:

$M=N\times K$

where, N is period between a day when the unit receives the order signal and the previous purchase day, and K is a fluvtuation of a consumption pace.

6. The merchandise order apparatus according to claim 1 wherein the remainder information shows that the merchandise is exhausted, the prediction period calculation unit sets the period as a shortest period.

7. The merchandise order apparatus according to claim 1 further comprising a prediction order quantity calculation unit calculating a prediction order quantity based on the calculated period, the purchase history, and remainder quantity information, wherein

the order unit notifies the selected shop of the prediction order quantity when placing an order.

8. The merchandise order apparatus according to claim 7 wherein the prediction order quantity calculation unit calculates a prediction order quantity R using a following equation:

$R=V\ (N+M)/2N$ or

$R=V\ (1+K)/2$

where, N is a period between a day when the unit receives the order signal and the previous purchase day, K is a fluctuation of a consumption pace, M is the calculated period and V is a storage capacity of a merchandise storage container of the purchaser.

9. The merchandise order apparatus according to claim 7 wherein the prediction order quantity calculation unit sets a prediction order quantity to a storage capacity of a merchandise storage container of the purchaser, in a case that the remainder quantity information shows that the merchandise is exhausted.

10. The merchandise order apparatus according to claim 1 wherein the receiving unit receives the order signal when a remainder quantity of the merchandise becomes a predetermined quantity or when the merchandise is exhausted.

11. The merchandise order apparatus according to claim 1 wherein the merchandise is fluid merchandise.

12. A merchandise order method comprising:

receiving an order signal including remainder quantity information that shows a remainder quantity of merchandise;

calculating a period until a remainder quantity of the merchandise is exhausted, based on purchase history of a purchaser and the remainder quantity information;

selecting a shop where the merchandise can be

purchased most cheaply, based on the calculated period and a selling price of the merchandise;

preparing order information based on the selection; and

placing an order with the selected shop based on the order information.

13. The merchandise order method according to claim 12 further comprising:

selecting a purchase day and a shop when and where the merchandise can be purchased most cheaply, taking into consideration the delivery charge, within the calculated period; and

placing an order with the selected shop so that the merchandise can be purchased on the purchase day.

14. The merchandise order method according to claim 12 further comprising:

calculating a prediction order quantity based on the calculated period, the purchase history, and remainder quantity information; and

notifying the selected shop of the prediction order quantity when placing an order.

15. The merchandise order method according to claim 12 further comprising calculating the period in consideration of a season change and the purchase history.

16. The merchandise order method according to claim 12 further comprising receiving an order signal when a remainder quantity of the merchandise becomes a predetermined quantity or the merchandise is exhausted.

17. A computer-readable recording medium recording a program directing a computer to control placing an order of merchandise, wherein the program includes:

receiving an order signal including remainder quantity information that shows a remainder quantity of merchandise;

calculating a period until a remainder quantity of the merchandise is exhausted based on purchase history of a purchaser and the remainder quantity information;

selecting a shop where the merchandise can be purchased most cheaply, based on the calculated period and a selling price of the merchandise;

preparing order information based on the selection; and

placing an order with the selected shop based on

the order information.